Cows Create Careers is a Dairy Australia and Regional Development Program project. The project was initiated by the Strzelecki Lions Club in 2004. This report has been prepared by Jaydee Events Pty Ltd, phone 03 5659 4219, email admin@jaydee.net.au
Table of Contents

Project Sponsorship Partners 2 - 3
Dairy Farmers and Industry Advocates 4 - 6
The Project & Objectives 7
Executive Summary 8
Key Performance Indicators 9
The Project at a Glance
- Facts about the students 10
- Facts about the stakeholders and other achievements 11
- Facts about the schools and teachers 12
Schools and Regions 13 - 15
Media Coverage 16 - 17
Cows Create... Case Studies 18 - 27
The Gallery 28 - 31
Acknowledgements 32
Project Sponsorship Partners

Dairy Australia would like to thank the following Sponsors:

REGIONAL DEVELOPMENT PROGRAMS

MAJOR SPONSORSHIP PARTNERS

MaxCare
GROWING STRONGER EVERY DAY

PRIMARY SPONSORSHIP PARTNERS

PRODUCT SPONSORSHIP PARTNERS
Dairy Farmers and Industry Advocates

Dairy Australia would like to thank the following Dairy Farmers and Industry Advocates:

NEW SOUTH WALES

HUNTER VALLEY

Dairy Farmers - Daniel Clarke, Matthew Brett*, Max & Robyn Wake, Terry Lambkin, Sarah Redgrove, Tom Wilson, John Redgrove

Industry Advocates - David Ninness (Semex), Ryan Scetrine (Allflex), Matthew Brett (Tocal College)*, Kathrine Colaci (Lion Dairy)*, Lindsay Moxey (Elders)

LISMORE

Dairy Farmers - Rob & Sue Harnett, Greg Dennis, Paul & Sharon Weir*, Dennis Rose, Andrew Wilson, Peter Graham*, Joe & Ali Duckworth, Terry Toohey, Kerry Wilson, Corey Crosthwaite, Ken Bryant

Industry Advocates - Phil Kemsley & Jessica Lock (North Coast Local Land Service)*, Jason Weare (Parmalat)*, Alicia Richters (Subtropical Dairy), Dwight Wyatt (Wyatt AB Services), John Campbell (Keen Street Vet Clinic), Matthew Moyle (NuFarm), Roisin Dunne (Norco)*, Liz Bolin (North Coast Local Land Service), Haman Coulter (McGregor Gourley)

MID COAST

Dairy Farmers - Rodney Lattimore, Andrew Noakes, Luke Cleary, John Smith, Michael & Paula Gray, Mike Jeffrey, John & Debbie Poison, Col Cowan

Industry Advocates - Stephen Brown (AI Consultant)*, Michael Barbour (Norco), Kev Williams (Elders), Tim Brown (Ridley Agriproducts), Josh Hack (PGG Wrightson Seeds)*, Rachel Nicholson (Dairy Farmer)

SOUTH COAST

Dairy Farmers - Michael & Fiona Perich*, John & Sally Fairley, Grant & Jane Sherborne*, Geoff & Jill Good, Paul Timbs, Sean Tomkins, Craig & Philip Tate*, Martin Hodge, David & Sue Boyd*, Marg & Peter Raison, Gavin & Karina Moore, Robert Miller, Andrew Crawford

Industry Advocates - Fiona Perich (Leppington Pastoral Company), Martin Hodge (Dairy Farmer)*, Katrina Henry & Peter Harvey (Vella Stock Feeds), Kyleigh & Tom Cochrane (Dairy Farmers), Luke Micallef (A Smart Farmer), Nicolas Lyons (NSW DPI), Vicki Timbs (Smart Ag Skills)*, John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd)*, John & Sally Fairley (Dairy Farmers), Jessica Bell (NSW DPI), Robert Miller (Nowra Truck & Tractor), Grant & Jane Sherbourne (Dairy Farmers)

CENTRAL

Dairy Farmers - Grant & Jane Sherborne*, Linda Morrow*, Kevin Sheehan*

Industry Advocates - Grant & Jane Sherborne (Dairy Farmers)*, Angus Pryse Jones (CRT), Meg Dunford (NSW DPI)*, Jess Jennings (Dairy NSW)*, John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd), Ian Hindmarsh (Dairy Farmer), Jill Smith (Moxey Farms)

FAR COAST

Dairy Farmers - Darren & Sharon Parrish, Vanessa Todd, Josh Cochrane, Tom Pearce

Industry Advocates - John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd)*, Melissa Balas (Bega Cheese)

QUEENSLAND

TOOWOOMBA

Dairy Farmers - Karen & Brad Motley, Joe Bradley, Rodney Teese, Jo & Paul Judge, Kylie & Grant Wieck, Daniel Holmes, Jenny & Will Brazier, Gary & Natalie Wheeler, Brett Harrigan*, Kim Harrison, Greg & Janice Antcliff, Gianna Kelly & Gavin Norgaard, Kay & David Tommerup, Robyn & David Kucks, Brendan & Kate Ballon

Industry Advocates - Andrew Costello (Landmark)*, Belinda Haddow (Subtropical Dairy), Carl Hockey (Rural Vets), Rachel Rohan, Lisa Harrison & Jo Mollinger (Daughters of Dairy Farmers), Craig Belford (Norco), Sammy Ghent (Riverina Stockfeeds), Kate & Jenny Ballon (Dairy Farmers), Matt Henry (Garden City Artificial Breeding Service), Natalie Synes (Boehringer Ingelheim), Amanda Roughan (South East Vets), Justin Schooth (Gympie Vet Service), Ian Moss & Jess Bailey (FARM Agronomy), Kevin Agius & Maddison Smith (Esk Veterinary), Sky Enks (Northern Agri Services), Jenny Eales (Vet), Ray Murphy (DAFF), Brett Harrigan (Dairy Farmer), Paul Blinco (Consultant), Phillip Kelly (Rabobank)

ROCKHAMPTON

Dairy Farmers - Stephen & Fiona Jepson*

Industry Advocates - Courtney Nightingale (Landmark)*, Richard Meacle (Landmark)*

VICTORIA

SOUTH WEST


Industry Advocates - Tom Newton (Maxum Animal Nutrition), Lucy Powell (Webber & Chivell Fertilisers), John Hutchison & Deanne Kennedy (Jaydee Events Pty
Hargreaves (Yarroweyah Engineering), Jo Duffy (Saputo), Phil Candy (Fonterra), Ryan McClure (Dairy Farmer), Jon Kelly (Veterinarian), Rachael Laukart (Reid Stockfeeds), Nadine Markham (Reid Stockfeeds), Shaun Mahony (Stephen Seeds), Roger Gee (Vickery Brothers), John Pye (Dairy Farmer), Colin Murray (National Herd Development), Heidi Van Es (WestVic Dairy)

**SOUTH GIPPSLAND**


Industry Advocates - Kim Price (Reid Stockfeeds), Alexander Mapleson (Browns Fertilisers), Aubrey Pellett (Dairy Farmer), John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd)*, Michael Hutchinson (Jaydee Events Pty Ltd), Cliff & Marieka Wallace (Dairy Farmers), Belinda Cunningham (Beltec)*, Kaye Courtney (Dairy Farmer), Libby Heard (GippsDairy), Luke Wallace (Dairy Farmer), Jol Dutton (Saputo), Gary O’Connor (Saputo), Allan Cameron (GippsDairy), Chris Lawton (Browns Stockfeeds)

**SHEPPARTON / NORTHERN**

Dairy Farmers - Damien Finnigan, Paul & Pennie Gill, Peter Jones & Mandy Bell, Trent Stormley, Peter Middlebrook, Michael Lawry, Keith Nicoll, Andrew Wilson*, Raymond & Sarah Parker, Corey & Liz Mitchell

Industry Advocates - Natalie Eckert (Landmark), Jason Telford (Elders), Wayne Gardam (Hay Veterinary Clinic), Graeme Talarico (WB Hunter Shepparton)*, Adam Hargreaves (Yarroweyah Engineering), Jo Duffy (Saputo), Phil Candy (Fonterra), Simon Billings (Saputo), John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd), Luke Herezo (Yarroweyah Engineering)

**EAST GIPPSLAND**

Dairy Farmers - Neil Lett, Lisa Ross, Mark Laity, Andrew & Wendy Redenbach, Rick Blackshaw, Geoff Landy, Claire & Brent Matthews

Industry Advocates - Carey Walters (HICO), Marion French (Saputo), Michael Hutchison (Jaydee Events Pty Ltd), John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd)*, Ruairi McDonnell (GippsDairy), Jo DeMoel (HICO)

**WODONGA / NORTH EAST**

Dairy Farmers - Ben Vincent & Kate Jackson*, Nathan Simpson*, Craig Ross, Stuart & Sarah Crosthwaite, John McAlister, Scott & Belinda McKillop, Greg & Joy Johnson, Justin & Alice Colclough

Industry Advocates - Peter Havrlant (NSW DPI)*, Stephen Blain (Rivalea Australia), John Hutchison & Deanne Kennedy (Jaydee Events Pty Ltd)*, Darren McCormick (Landmark NorMac), Anna Norgren (Viking Genetics), Dougald Powell (Saputo), Simon Billings (Saputo), Joe Skuse (Tallangatta Vet Clinic)

**SOUTH AUSTRALIA**

**MURRAY BRIDGE**

Dairy Farmers - Gavin Newman, Rodney Herrmann, Trent Mueller, Sam Martin, Roger Kowald*, Clem & Lea Mason, Michelle Afford, Rick Gladigau, Karen Altmann, John Seaford
Industry Advocates - Andrew Wilson (Hills Farm Supplies)*, Kym Masters (Cheesemaker), Steve Heine (Platinum Ag)*, Kym Wilhelm (DSM Nutritional Products Australia), Todd Price (Landmark)*, Stephanie McFarlane (Meningie Fodder), Vicky MacDonald (SBScibus), John Seaford (Cadell Training Centre)

MT GAMBIER / SOUTH EAST

Dairy Farmers - Warrakirri Dairies (Patrick & Jacqui), Michael Hentschke, Andy Vickers & Belinda Wright, Steve Berkefeld, Bill Crosby, Ollie Abblit, Angela Tweddle, Alicia Angelino, Jo Jones & Jodie (Donovans Dairy)

Industry Advocates - Kylie Boston (Dairy SA), Tom Thorn & Owen (TRAC), Kym Mathew (Union Dairy Company), Dale Howard (National Herd Development), Girard Williams (Gallagher), Ollie Abblit (Dairy Farmer), Laura Tweddle (Debenham Australia), Andrew Hoare (SE Vets), Frankie Collet (Gambier Vets)

FLEURIEU PENINSULA

Dairy Farmers - Rick Gladigau, Mandy & Gino Pacitti, Nick & Mandy Brokenshire, Tristan Mulhern*, Rod Walker, Sue & Peter Bishop, Brett Fiebig, Ben McHugh

Industry Advocates - Kris Lloyd (Cheesemaker), Bec McCaul (Alexandrina Cheese Company), Nina James (Willunga Vets), Stephanie McFarlane (Meningie Fodder), Matt Rowlands (FPAG), John Maidment (Fleurieu Milk & Yoghurt Company), Ty Maidment (Dairy Farmer), Alice Morley (FPAG), Angus Misan (Willunga Vets)

BAROSSA / MID NORTH


Industry Advocates - David Kuchel (Dairy SA), Ros Zweck (Dairy Farmer)*, Mikaela Baker (TRAC), Vicky MacDonald (SBScibus), Shaun Falkenberg (Farmer Johns), Elizabeth Anderson (Stock Journal), Graeme Pope (Pope Farms Consulting), Vaughn Johnston (Semex), Alex Stewart (Laucke Mills), Samde Ramah (Beston Global Foods), Mary Chirgwin (Zoetis), Kylie Boston (Dairy SA), Kent Llewellyn (National Herd Development)

WESTERN AUSTRALIA

BUSSELTON

Dairy Farmers - Scott & Sharon Hamilton, Mat & Suzanne Daubney, Oscar Negus, Paul Ierachi, Julie Bettink, Ray Kitchen, Kieran Chapman, Tamla Reed

Industry Advocates - Jessica Andony (Western Dairy)*, Kirk Reynolds (Western Dairy)*, Ralph Papalia (Summit Fertiliser), Michael Partridge (White Rocks Dairy), Rob LaGrange (Western Dairy)

TASMANIA

BURNIE

Dairy Farmers - Neil & Leanne Innes Smith, Lesley Irvine, Michael & Sue Chamley*, Matthew & Lyndal Luck, Rebekah Frankcombe & Kevin Frankcombe, Rodney & Sandra Poke, Duncan & Shannon MacDonald

Industry Advocates - Chris Haynes (Saputo), Alison Hall (TIA), Kanon Locket (MG Trading), Jacki Hine (Dairy TAS)*, Stuart Bright (Alta Genetics), Darren Smart (Fonterra), Josh Sattler (Roberts), Samantha Flight (TIA)

LAUNCESTON

Dairy Farmers - George Rigney, Brian & Michelle Lawrence, Stuart Bush, Richard Gardner & Joel Hazelwood, Allison & Robert Arnold, Shani Miers

Industry Advocates - Dean Lalor (Rural Bank)*, Seona Findlay (Tas Agronomy Plus), Jacki Hine (Dairy TAS), Gayle Hendricks-Cox (Rural Bank), Darren Smart (Fonterra)

HOBART

Dairy Farmers - Ben Geard*

Industry Advocates - Lesley Irvine (TIA)*, Caz Mitchell (Mondelēz), Ben Geard (Dairy Farmer)

*Advocates/Dairy Farmers who repeat their involvement.
Cows Create Careers - Farm Module

Summary of Project Objectives:

- Dairy farmers and industry advocates increase their industry participation and develop their skills e.g. communication, understanding of the dairy education sector, mentorship and confidence in taking on other roles in the industry.
- Regional networks build capacity and capability to address people issues eg. help with workforce planning, developing capability and skills of the future workforce.
- The dairy industry better understands career decisions and support processes in schools. Aim is to better position Cows Create Careers offerings to students at a time when they are making decisions about careers and to better support the career teachers with their needs.
- Teachers and students have a better knowledge about the dairy industry and teachers, students, parents and careers advisors have an increased understanding of career and education pathways in the dairy industry (farming, service sector and manufacturing).
- Teachers, parents and careers teachers promote opportunities in dairying and influence students.
- Students consider a dairy industry career (aspirations influenced, beliefs and attitudes influenced). An increased number of people entering dairy industry employment and careers.
- The process for delivery of Cows Create Careers is well documented - communication strategy; project logic; quality assurance; delivery capability etc.
- Stakeholders are confident of the value of their investment in the process.
- Leveraging of additional funds to support the program.
- Community has a positive perception of careers and education opportunities in the dairy industry.

Cows Create Careers is a Dairy Australia program designed to promote dairy industry careers and industry education to students in years 7-11 by:

- Introducing students to the education opportunities for both vocational and university pathways
- Involving dairy farmers and industry advocates who have vision and dairy industry knowledge to encourage and support students with the project
- Supporting students in making their careers decisions by providing and creating linkages to the education and employment sectors
- Rewarding successful students and schools.
In 2019, the Dairy Australia - Cows Create Careers – Farm Module project was delivered to 240 schools and 13,200 students across 23 sub-dairy regions in Australia.

Cows Create Careers is a Dairy Australia and Regional Development Program project. The project was first initiated by the Strzelecki Lions Club in Gippsland during 2004. The Gardiner Foundation provided seed funding in 2005 to expand the project to all dairying regions of Victoria. In 2006, Dairy Australia agreed to support the growth of the project to other states of Australia. In 2009, the Cows Create Careers project became a National Project.

In 2019, the Cows Create Careers project had 599 students who indicated that they would be interested in participating in work experience in the dairy industry. There were 415 students that said they would like a career in the dairy industry when they left school and a further 1,559 students expressed interest in dairy as an option.

In 2019, a teacher entrance survey was conducted with 211 teachers. 129 of the interviewed teachers highlighted that they are aware of student(s) who had gone on to do work experience or who had taken up a dairy industry career as a result of the program. The project was able to identify 71 students who had taken up work experience, 58 students who had taken up a dairy pathway and 8 students who had another direct outcome as a result of the project. These outcomes could be increased if there was a formal work experience/work placement component added to the Cows Create Careers model.

All the teachers surveyed could identify at least one extra activity that had occurred as a result of the Cows Create Careers project happening in their school. Some of the activities/events that were mentioned are as follows; farm visits, industry advocate workplace visits, additional classes studying the dairy industry, growing interest in animal handling/show preparation, parental involvement, students choosing dairy as work experience and positive conversations at community and school events about the project.

527 dairy farmers and industry advocates volunteered their time to be part of the project. 75% of these people are aged between 35-55. 89% of the volunteers are experienced industry people with the remaining 11% utilising Cows Create Careers as a personal development opportunity. 78% of the dairy farmers and industry advocates surveyed had been part of the project for more than one year. The input from the volunteers would equate to approximately 2,635 hours, a value of $131,750 working on a $50 per hour calculation.

The Cows Create Careers – Farm Module project continues to receive outstanding media coverage, which includes print media, radio and television, resulting in 334 positive promotion stories.

This equates to an estimated media value of $281,417 and an audience of approximately 1,137,537 people. A recent Google internet search using “Cows Create Careers” as a search criteria resulted in 6,580 linkages.

Commercial sponsors continue to support the project across Australia with an estimate of $120,000 of supplies being provided to schools. In addition, some regions have had dairy products donated by manufacturing companies for participants of the presentation days.

In 2019, MaxCare continued to sponsor milk powder across New South Wales, Western Australia, Victoria, South Australia and Tasmania. Norco sponsored the milk powder across Queensland and Northern New South Wales.

Reid Stockfeeds, Hills Farm Supplies, Laucke Mills, Norco, Kettridges Stockfeeds, Roberts and Vella Stock Feeds sponsored the calf meal across Australia.

The Cows Create Careers – Farm Module presentation days have been well attended with 3,134 students, teachers, dairy farmers and industry advocates taking part in the interactive finales. The presentation days provide industry with a further opportunity to connect with students and leave a lasting impression about career pathways.

The case studies contained in this report showcase a few of the students who have gone into a dairy industry career, as well as a selection of stories about the other ways that the Cows Create Careers project can touch and influence peoples’ lives or provide positive connections.
### Key Performance Indicators

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>TARGET</th>
<th>OUTCOME</th>
<th>IMPACT - SOCIAL / ECONOMIC</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy farmers and industry advocates are involved in promoting the dairy industry in a positive manner via the Cows Create Careers program.</td>
<td>300 dairy farmers and industry advocates are involved in the program annually. 50% growth of farmers more likely to be involved in other industry activities or programs.</td>
<td>527 dairy farmers and industry advocates have been involved in the project. 81% of dairy farmers and industry advocates stated that they were more likely to be involved in other industry activities.</td>
<td>200 positive media stories annually.</td>
<td>334 positive media stories have been published in 2019.</td>
</tr>
<tr>
<td>CCC - Farm module is embedded in school curriculum across the dairy regions.</td>
<td>80% of repeat schools involved each year.</td>
<td>93% of schools were repeats from last year. There were 17 new schools involved.</td>
<td>Careers in the dairy industry promoted to &gt;7,000 secondary school students annually.</td>
<td>13,200 students were involved in the Cows Create Careers program.</td>
</tr>
<tr>
<td>Growth in student awareness and interest in the dairy industry as a career.</td>
<td>80% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.</td>
<td>89% of students surveyed have a greater knowledge of where to find information about careers in the dairy industry.</td>
<td>20% of students surveyed seek work experience in the dairy industry.</td>
<td>599 students surveyed would like to seek work experience in the dairy industry while a further 415 students responded that they may be interested.</td>
</tr>
<tr>
<td>Retain industry stakeholder and commercial sponsorship in each region.</td>
<td>70% of sponsors retained each year.</td>
<td>99% of the sponsors were retained in 2019.</td>
<td>$100K stakeholder and commercial sponsorship provided to the program.</td>
<td>$120,000 commercial sponsorship and a $115,600 stakeholder sponsorship is provided to the program. A total of $235,600 combined sponsorship.</td>
</tr>
</tbody>
</table>
The Project at a Glance

Facts about the Students:

- 599 students were interested in undertaking work experience. The top two career choices were Veterinary Science and Dairy Farming.
- 87% of students said that they would be sharing the Cows Create Careers experience with their parents.
- 89% of students have a greater knowledge of where to find information about careers in the dairy industry.
- 3.7% of the Cows Create Careers students surveyed live on a dairy farm.
- Student’s knowledge about the variety of career pathways available increased by 18%.
- 415 students said they would like to have a career in the dairy industry. A further 1,559 students expressed interest in dairy as an option.
- 87% of students said that they would be sharing the Cows Create Careers experience with their parents.
- 48% of the Cows Create Careers students surveyed were Seniors (year 9-12) and 52% were Juniors (year 6-8).
- 116,198 students have participated in the Cows Create Careers project since 2004.
- 3,134 students, teachers, industry advocates and dairy farmers attended Cows Create Careers presentation days across Australia.
The Project at a Glance

Facts about the Stakeholders and Other Achievements:

- 75% of dairy farmers and industry advocates are aged between 35-55. 89% of this audience are experienced and 11% are utilising Cows Create Careers as a personal development opportunity.
- 81% of dairy farmers and industry advocates stated that they were more likely to be involved in other activities as a result of the Cows Create Careers experience.
- 88% of dairy farmers and industry advocates stated that they were 'comfortable' participating in the project.
- All of the dairy farmers and industry advocates who completed the survey could identify another activity with the school and students as a result of the relationship formed.
- 527 dairy farmers and industry advocates volunteered 2,635 hours to the project, equating to a value of $131,750.
- 334 media hits reaching an audience of approximately 1,137,537 people. This equates to a media value of greater than $281,417.
- Commercial sponsorship across Australia is significant with an estimate of $120,000 of supplies being provided.
- 78% of dairy farmers and industry advocates who completed the survey have been involved in the project for more than one year.
- 89% of this audience are experienced and 11% are utilising Cows Create Careers as a personal development opportunity.
The Project at a Glance

Facts about the Schools and Teachers:

- 100% of teachers indicated that the Cows Create Careers project would be promoted in their school newsletter as a send home message to parents.
- 100% of the teachers surveyed could identify an extra dairy activity or event that has happened as a result of the project.
- Cows Create Careers is taken up by schools across a variety of electives; 69% AgHort, 20% Science and 19% Across Curriculum.
- 78% of the participating schools run a careers program, most commonly in the format of a classroom activity or by appointment.
- Teachers have seen a positive change about the dairy industry as a result of the Cows Create Careers project in these audiences; 91.41% students, 73% teachers, 63.64% parents.
- The project has a retention rate of approximately 93% of schools each year.
- In 2019, a teacher survey was conducted with 211 teachers. The project was able to identify 71 students who had taken up work experience, 58 students who had taken up a dairy pathway and 8 students who had another direct outcome as a result of the project.
- 78% of the participating schools run a careers program, most commonly in the format of a classroom activity or by appointment.
- 100% of the teachers surveyed could identify an extra dairy activity or event that has happened as a result of the project.
- 138 teachers say that there has been growth and demand from their students to be involved in the project. 67 of these teachers indicated that this has resulted in more students choosing their elective.
- The Cows Create Careers program has a broader impact than just in the classroom. The total number of students is 131,728 plus teachers, parents and the wider school community who are more aware of the dairy industry.
Farm Module Schools
240 Schools in 2019

NEW SOUTH WALES

HUNTER VALLEY (9)
Rutherford Technology High School
Narara Valley High School
Newcastle High School
Mount View High School
Medowie Christian School#
Morisset High School
Singleton High School
Tomaree High School
Cessnock High School

CENTRAL (13)
University of Canberra High School
Kaleen
Blayney High School
Cowra High School
Lyneham High School
Canobolas Rural Technology High School
All Saints College
Orange High School
Skillset Senior College – Bathurst
Canowindra High School
Alfred Deakin School
Portland Central School
Skillset Senior College – Dubbo
MacKillop College Bathurst#

LISMORE (13)
Kingscliff High School
Marymount College
Alstonville High School
The Rivers Secondary College – Richmond River
St Johns College Woodlawn
Lismore High School
Evans River Community School
McAuley Catholic College
Casino High School
Nimbin Central School
Maclean High School
Tweed River High School
The Rivers Secondary College – Kadina

SOUTH COAST (18)
Menai High School
Picton High School
Corrimal High School
Chevalier College
Bomaderry High School
Lake Illawarra High School
Albion Park High School
Elizabeth Macarthur High School
St Johns the Evangelist High School – Nowra
Oak Flats High School
Bass High School
Galston High School
Northholm Grammar School
Moss Vale High School
Calderwood Christian School
Ulladulla High School
Nowra High School
Shoalhaven High School

MID COAST (9)
Taree Christian College
Hastings Secondary College – Port Macquarie
Kempsey High School
Great Lakes College – Forster
Hastings Secondary College – Westport
Barraba Central School#
Camden Haven High School
Melville High School
Taree High School

FAR COAST (5)
Carroll Catholic College
Bodalla Public School
Eden Marine High School
Narooma High School
Moruya High School

VICTORIA

SOUTH WEST (22)
Kings College
Moriac Primary School
Kaniva College
Rainbow P-12 College
Nullawarre & District Primary School
Murtoa P-12 College
Derrinallum College
Loreto College Ballarat
Timboon P-12 School
Balmoral Community College
Cастerton Secondary College
Allansford & District Primary School
Lismore Primary School
St Brendan’s Catholic Primary School
Ballarat Christian College
Good Shepherd College
Heywood & District Secondary College
Camperdown College
Apsley Primary School
Emmanuel College
St Malachys School Edenhope
Edenhope College

SOUTH GIPPSLAND (21)

Term 2
Nilma Primary School
Woodleigh School
Lowanna College
Padua College – Tyabb
Padua College – Mornington
Aitken College
Padua College – Rosebud
Warragul Regional College

Term 3
Bass Valley Primary School
Padua College – Tyabb
Padua College – Mornington
Drouin Secondary College
Poowong Consolidated School
Chairo Christian School – Leongatha
Wonthaggi Secondary College
Newhaven College
Yinnar South Primary School
Elisabeth Murdoch College#
Flinders Christian Community College – Tyabb
St Pauls Anglican Grammar School – Warragul#
Trafalgar High School#

EAST GIPPSLAND (7)
Sale College
Orbost Secondary College
Swifts Creek P-12 School
Tambo Upper Primary School
Eagle Point Primary School
Briagalong Primary School
Nambrok Denison Primary School

SHEPPARTON/NORTHERN (15)
Benalla P-12 College
Boort District School
Moama Anglican Grammar School
Barham High School
Hay War Memorial High School
East Loddon P-12 College
St Mel’s Education Community#
Notre Dame College
Kerang Technical School*
Rochester Secondary College
Cobram Secondary College
Coleambally Central School
Yanco Agricultural High School
Cobram Anglican Grammar School

WODONGA/NORTH EAST (11)
Mater Dei Catholic College
Corowa High School
Tumbarumba High School
Murray High School
Lockhart Central School
Oaklands Central School
Beechworth Secondary College
James Fallon High School
Galen Catholic College
Tallangatta Secondary College
Kooringal High School

SOUTH AUSTRALIA
FLEURIEU PENINSULA (9)
Scotch College – Adelaide
Mount Compass Area School
Investigator College – Victor Harbor
Eastern Fleurieu School
Encounter Lutheran School
Port Elliot Primary School
Victor Harbor R-7 Primary School
Aldinga Beach B-7 School
Willunga High School

MURRAY BRIDGE (12)
Mount Barker High School
Tyndale Christian School
Oakbank Area School
Gumeracha Primary School
Hills Christian Community School – Oakbank
Unity College
Birdwood High School
Murray Bridge High School
Meningie Area School
Karoonda Area School
Domino Servite College
Renmark High School

MT GAMBIER/SOUTH EAST (9)
Millicent High School
Penola High School
Lucindale Area School
Compton Primary School
Kingston Community School
Allendale East Area School
Glencoe Central Primary School
Kongorong Primary School
St Martins Lutheran College

BAROSSA VALLEY/MID NORTH (15)
Playford International College
Horizon Christian School
Eudunda Area School
Kapunda High School
Nuriootpa High School
Clare High School
Blakeview High School
Gawler & District College
Riverton & District High School
Balaklava High School
Trinity College Gawler
Orroroo Area School
Burra Community School*
Cambrai Primary School

WESTERN AUSTRALIA
BUSSELTON (8)
Cornerstone Christian College
Georgiana Molloy Anglican School
WA College of Agriculture, Harvey
Donnybrook District High School
Pemberton District High School
Eaton Community School
Manjimup Senior High School
Busselton Senior High School

TOOWOOMBA (19)
Highfields State Secondary College
Ferny Grove State High School
Emmaus College
Wilsonston State High School
Oakey State High School
Haden State School
Pittsworth State High School
Yarraman State School
Noosa District High School
Centenary Heights State High School
Kilcoy State High School
Toogoolawah State High School

Highfields State School
Beenleigh State High School
Kulpi State School
Dalby State High School
Harristown State High School
Charleville State High School#
Quinalow P-10 State School#

ROCKHAMPTON (3)
Rockhampton Grammar School
Rockhampton Girls Grammar School
Rockhampton State High School

TASMANIA
BURNIE (11)
Circular Head Christian School
St Brendan Shaw College
Smithton Primary School
Parklands High School
Penguin High School
Burnie High School
Don College
Wynyard High School
Ulverstone Secondary College
Mountain Heights School
Smithton High School#

LAUNCESTON (7)
Cressy District High School
Scotch Oakburn College
Lilydale District School
Campbell Town District High School
Deloraine High School#
Launceston Church Grammar School
Scottsdale High School

HOBART (4)
Jordan River Learning Federation
Sorell School#
Tasman District School
St Virgils College

*Schools who repeat program
#Schools who received equipment/supplies but did not complete
Media Coverage

The media coverage, which includes print media, radio and television is significant, resulting in 334 media hits. This equates to an estimated media value of $281,417 and an audience of approximately 1,137,537 people.

All of the participating Cows Create Careers schools have included an article in their school newsletter which is a great way to share a positive, education dairy story with parents.

A recent Google internet search using “Cows Create Careers” as search criteria resulting in 6,580 linkages.

Following is a list of some of the media coverage:

- Stock Journal, Adelaide, SA, 31/01/19
- Twitter - L.Hart@DeansMarshDairy, 17/05/19
- Rainbow Argus, Rainbow, VIC, 30/05/19
- The Courier - website, Ballarat, VIC, 30/05/19
- Ballarat Courier, Ballarat, VIC, 30/05/19
- Ballarat Christian College website, Ballarat, VIC, 31/05/19
- Leader - Barossa Valley, Angaston, SA, 05/06/19
- Central Western Daily, Orange, NSW, 06/06/19
- Lakelander, Meningie, SA, 13/06/19
- Herald Sun - website, 14/06/19
- Mornington Peninsula Leader, Melbourne, VIC, 18/06/19
- Maitland Mercury, Maitland, NSW, 19/06/19
- Maitland Mercury - Website, 19/06/19
- Times Victor Harbor, Victor Harbor, SA, 20/06/19
- 2CC Canberra Radio interview, Breakfast at 6:38 am, 20/06/19
- ABC Radio Canberra interview, Mornings at 9:22 am, 20/06/19
- Ballarat Courier, Ballarat, VIC, 22/06/19
- Warragul & Drouin Gazette, Warragul, VIC, 25/06/19
- Coast Community News, Gosford, NSW, 27/06/19
- Camperdown Chronicle, Camperdown, VIC, 28/06/19
- The Times on the Coast - Website, 02/07/19
- Coastal Leader, Kingston, SA, 03/07/19
- Cobden Times, Cobden, 03/07/19
- Times Victor Harbor, Victor Harbor, SA, 04/09/19
- Border Watch, Mt Gambier, SA, 05/07/19
- Plains Producer, Balaklava, SA, 10/07/19
- Dairy Australia - website, 14/07/19
- Tasmanian Government - website, 17/07/19
- Stock Journal Adelaide - website, 17/07/19
- Stock Journal Adelaide - website, 17/07/19
- Farm Weekly - website, 17/07/19
- North Queensland Register - website, 17/07/19
- Queensland Country Life - website, 17/07/19
- Good Fruit & Vegetables - website, 17/07/19
- Farmonline - website, 17/09/19
- The Land, Sydney, NSW, 18/07/19
- Third sector - website, 18/07/19
- Tasmanian Country, Hobart, TAS, 19/07/19
- Camperdown Chronicle, Camperdown, VIC, 19/07/19
- Weekly times - website, 19/07/19
- Gippsland Times & Maffra Spectator, Sale, VIC, 23/07/19
- Farm Weekly - Perth, WA, 25/07/19
- Stock & Land, Melbourne, VIC, 25/07/19
- Stock Journal, Adelaide, SA, 25/07/19
- Farmonline - website, 25/07/19
- Stock Journal - website, 25/07/19
- Bega District News, Bega, NSW, 26/07/19
- North West Magazine, Mudgee, NSW, 29/07/19
- Seedstock Central - website, 28/07/19
- Coleambally Central School newsletter, 17/09/19
- Great Southern Star, Leongatha, VIC, 30/07/19
- Great Southern Star website, 30/07/19
- Yarram Standard website, 31/07/19
- North Eastern Advertiser, Scottsdale, VIC, 07/08/19
- Stock Journal, Adelaide, SA, 08/08/19
- Country news insert, Shepparton, VIC, 20/08/19
- Get Industry website, 20/08/19
- Get farming website, 20/08/19
- Manning River Times website, 20/08/19
- South Gippsland Sentinel Times, Wonthaggi, VIC, 27/08/19
- East Gippsland News, East Gippsland, VIC, 28/08/19
- Blayney Chronicle, Blayney, NSW, 29/08/19
- South Eastern Times, Millicent, SA, 29/08/19
- Blayney Chronicle website, 29/08/19
- Bega District News, Bega, NSW, 10/10/19
- Bega District News - website, 10/09/19
- Manning River Times, Taree, NSW, 11/10/19
- The Land Australia - website, 11/09/19
- The Land, Sydney, NSW, 12/09/19
- Farmonline - website, 16/09/19
- The Star - website, 20/19/19
- Phillip Island & Sam Remo Advertiser, Cowes, VIC, 25/09/19
- Farm online website, 30/09/19
- Australian Dairyfarmer, National, 01/10/19
- Australian Dairyfarmer, National, 01/10/19
- Cobram Courier, Cobram, VIC, 09/10/19
- Victor Harbor Times - website, 24/10/19
- Oakley Champion, Oakley, QLD, 30/10/19
- Southern Argus, Strathalbyn, SA, 07/11/19
- Dairy News Australia - website, 11/11/19
- Gippsland Times & Maffra Spectator, Sale, VIC, 12/11/19
- Country news insert, Shepparton, VIC, 12/11/19
- High Country Herald, Highfields QLD, 19/11/19
- Border Watch, Mt Gambier, SA, 20/11/19
- South Eastern Times, Millicent, SA, 21/11/19
- Blayney Chronicle, Blayney, NSW, 21/11/19
- Manning River Times, NSW - website, 22/11/19
- Launceston Examiner, Launceston, TAS, 26/11/19
- Tasmanian Examiner - website, 26/11/19
- Great Lakes Advocate - website, 30/11/19
Haley Laws participated in CCC as a year nine student at Lowanna College, located in Victoria’s Latrobe Valley. She initially had some knowledge of the beef industry through her Pop who owns a beef farm. However, CCC was her first introduction to the dairy industry and it opened her eyes to new pathways within a new industry.

“I had only been around beef cows, so CCC showed me a different side in dairy,” she said. “Two calves were brought to the school by a local farmer. I learnt about all the different dairy breeds, how to care for them, and about their feed.”

“We learnt how to mix the milk and how much to give them. We learnt how to vaccinate the calves, and know the signs if they were getting sick or not feeding as much as they should.”

After completing CCC in year nine, Haley went on to complete a Certificate I and II in Animal Studies during her final years of high school.

Lowanna College teacher, Judith Stewart witnessed Haley’s growing passion for the industry first-hand. Judith teaches the program within the school’s agricultural-horticultural science – or ‘Aghort’ - studies. CCC has become an essential part of the school’s agricultural program, giving students an opportunity to understand and develop the level of commitment required to care for animals responsibly and ethically.

Judith believes that CCC’s greatest draw is the positive impact that it has on students, due to its highly engaging nature.

“You’ve got kids who are passionate about farming, but then you’ve also got kids who are better with hands-on learning. Having animals in the program helps students to connect, and the impact that then has on their schooling and engagement is huge. Some students started with a 30 per cent to 50 per cent attendance rate, and that went up to over 80 per cent attendance during the animals program,” Judith said.

“It gives students a level of responsibility; they’re taught how to be responsible but then they’re also given the opportunity to show that they can be.”

When primary students visit for school engagement days, Judith ensures the calf pens are open so they also have an opportunity to engage with the animals. Judith also highly values the positive connections that Lowanna College has made with their local farming community through CCC.

“CCC gives farming a higher profile and makes it more acceptable – it shows that there’s successful farmers with successful businesses in our community,” Judith said. “Farmers have also made presentations at our awards night.”

And Haley agrees: “CCC is especially good for rural areas,” she said, “but it’s also a good program for kids in the city so they can learn about what’s happening on farms and how milk gets to their fridges.”

“CCC can also help students to take a step forward in the dairy industry, as it could give them an opportunity get a job. Students can talk directly to farmers about jobs, and if that farmer is not looking for someone, he can ask his mates, because farmers know everyone!”

Haley has just finished year 12 and with a passion for animals and a love of the outdoors, she is keen to have a career pathway within agriculture. In the short-term, Haley is planning to lend a helping hand on New South Wales’ farms affected by the drought. While in the long-term, she is keen to travel to learn about international farming practices, especially through drought periods.

“I really want to help the farmers with the drought and go overseas and talk to people about what’s happening with our Australian farmers. I could also gain some insight about what is happening with their farmers and learn how they cope during their drought periods - so we can learn from each other.”
Rockhampton is well known as one of Australia’s key beef regions, so learning about the dairy industry can be a novel experience for some of its students.

Former Rockhampton Grammar School (RGS) student, Grady Hansen, completed Cows Create Careers in Year 9, and he says the experience opened his eyes to a new industry within agriculture. Now 18-years old, Grady has just completed his first year of a four-year Bachelor of Agribusiness and Sustainable Agriculture degree.

“CCC showed me that in just one particular industry there are so many different options and career paths you can go down,” Grady said.

Grady grew up on his parent’s Brangus stud and was involved in the school’s cattle show team, but he admits that he initially did not know a lot about dairy.

“I didn’t know the first thing about it,” he said, “but from doing CCC I learnt the basics of the industry and it helped to set me up for what I’m doing now,” he said.

Grady went on to elect agricultural science subjects through high school, which he credits for helping him determine what study path to take within agriculture. He also credits the school’s teachers, who he says played “a pretty big part” in actively supporting his pathway, especially in his final years of study.

Now studying at University of Queensland, Grady’s thriving in the new learning experience.

“The course is really interesting and I’ve definitely learned a lot from it” he said, “and being able to work at the dairy on the uni campus is really good, it’s a nice change from being in the classroom. It’s used as a research facility and a lot of agriculture and vet students use it for their practical subjects.”

Hardy Manser, Head of Agriculture at RGS, said that CCC has a proud and long history at the school, with the students even taking out the CCC regional finals on multiple occasions.

“Many of these students, despite having a good awareness of beef production, have never had anything to do with the Australian dairy industry and it is so important to have an understanding of cousin industries.”

“The CCC program along with other units, gave Grady an understanding of other areas of agriculture. As the biggest boarding school in Queensland, the majority of our RGS boarder students are from pastoral beef production, so to look at what and how the dairy industry does, is an invaluable experience.”

And Grady agrees: “At the time I didn’t realise how lucky I was to do a program like CCC. There were not a lot of schools that had an agricultural program like RGS, which also included an industry-based program like CCC. I was lucky to be involved, and I think all the other CCC students agreed that it was a really beneficial experience - we all learnt something from the program.”
One of the great aspects of an industry-based program like Cows Create Careers, is that it provides an opportunity for students to connect with their local dairy community. And Bomaderry High School students Tom, Kailey, and Phillip, have achieved just that.

The year nine students completed CCC this year, and they now lend a hand on Paul and Vicki Timbs dairy. Paul and Vicki have been involved in CCC since the program’s inception in New South Wales, and have supported Bomaderry High School for three years by donating calves for the duration of the program.

“We initially heard about CCC through our involvement in the local dairy group,” Paul said.

“My wife, Vicki, used to work for the Department of Agriculture as a dairy livestock officer in our region. We have also run an AI course for 12 years to help educate local farmers, so we’ve always been involved in the promotion of the industry and tried to encourage young people. So when the idea for CCC came about, we picked it up straight away,” Paul said.

Paul believes that CCC is a positive platform to promote Australia’s vibrant dairy industry: “I try my best to explain to the students that it’s not all about getting up at 5am in the morning. There’s a lot more to it and we try to show them all the different things we do.”

“Vicki has always worked in the dairy industry, and not all necessarily on farm. We’ve also become involved in a small local milk factory, so we have a fair bit of experience that we can share to show the students what they can do - anybody and everybody can be part of the dairy industry in a lot of different facets.”

Students Tom, Kailey and Phillip initially met Paul through CCC, and they’ve continued their association with the local dairy farmer after the completing the program.

“My nan and pop ran a sheep and cattle farm in the Cooma area, but before doing CCC I hadn’t had much to do with the dairy industry,” Tom said.

“I learnt heaps from CCC, like all the different dietary needs of the calves and how they are fed colostrum. We had to regularly clean up after them, feed them twice a day, and make the formula for the milk, and we did a bit of leading to make them easier to handle.”

Tom believes that CCC is a great opportunity for students to gain an insight into the dairy industry.

“CCC is good for students, especially for kids who grow up in town because they can see what happens on a farm,” Tom said.

After completing CCC Tom mentioned Paul’s name to his nan, who realised that she knew the local farmer. After a phone call to Paul, Tom gained a job lending an occasional hand on his farm.

“Paul initially showed me what to do on the farm and I’ve also learnt from the other employees, they show me all the tricks,” Tom said. “We set up the day and night paddocks, sort the cows, and then we start milking. I also feed the calves with Paul, it doesn’t even feel like work!”

Tom’s friend, Kailey, also discovered a passion for farming through CCC. And she too, soon realised her own connection to Paul.

“When Paul first delivered the calves to the school, we started talking because we have the same surname,” Kailey said.

“I’m a sixth generation farmer,” Paul said. “William Timbs came to Australia as a head stockman. His son, Gabriel, started the farm and had 12 kids. When I first arrived at the school Kailey asked me about my name and she knew about the fellow who had the 12 kids and I said, ‘Yep we’re linked a long way back.’”

“So I asked my nan,” Kailey said. “And she said I probably was!”

Kailey revealed in the CCC program: “I had no idea about dairy until I did CCC. It was such a new topic and I learnt heaps from it. I’d never done farming before but CCC opened me to that opportunity through Paul.”
Kailey now visits Paul’s farm to lend a hand and she relishes the experience of gaining the hands-on knowledge.

“It’s so much fun. The time goes so quickly,” she said.

“Paul’s really good to work with. He won’t go straight into a job, instead he’ll explain why you do it and gives you all the information that you need. I learn heaps every time I go there - I even saw a calf born, it was really weird but interesting.”

Tom and Kailey have also had the opportunity to attend cow shows with Paul, with the duo nabbing some beginner success: “Tom and I did pretty well in our first cow show,” Kailey said, “we got first and third place, so that was pretty good!”

CCC also sparked a new interest for Kailey and Tom’s classmate, Phillip. Phillip believes that CCC opened his eyes to the wider career pathways within the agricultural industry.

“I knew there were subjects around agriculture, but there are also many careers around Australia,” Phillip said.

Phillip had some previous experience leading show cattle, and his mum had done some milking, but CCC was his first encounter with the dairy industry.

“I learnt heaps, I got stuck-in and loved every bit of it. Through CCC I learnt about calves - I knew about older cows, but I didn’t know about a calf’s nutritional requirements and colostrum,” he said.

Hearing that his friends had been working on Paul’s farm, Phillip was also keen to gain some further dairy experience and new skills. So he too, now helps on Paul’s farm.

“CCC is the reason why I wanted to get into the dairy industry, and it’s what gave me the thought working on a dairy,” Phillip said.

“Paul has taught me what to do on the farm, as well as another employee, Brett, who has taught me most of the stuff that I know now. I think it’s a good opportunity to build experience for a long-term job,” Phillip said.

Paul loves having the students visit his farm: “I’ve got a lot of time for them, I get a buzz out of kids like Tom, Kailey and Phil, because they are just so excited to be on farm.”

“Tom and Phil now visit the farm every second weekend to do a bit of milking, which is great,” Paul said.

Paul and Vicki plan to continue to be involved in CCC: “This year has been just as satisfying as any other year, it’s great to have three students visit the farm that are so keen” Paul said.

He also credits the school and teacher’s support of the program as a key reason why it’s had so much success: “I’m just excited that CCC is at the school, I think it’s good for the industry and it’s a good way of keeping our industry alive. New South Wales is in a pretty bad drought and it’s nice to take your mind off it.”

“If we don’t try and help our future, nobody else will, so I’ve always been passionate about trying to promote the industry and keeping young people involved.”
One of the great aspects of an industry based program like Cows Create Careers, is the educational links it can build within local communities.

Fifteen-year-old Darmalia Byrnes-Davies completed CCC for the first time this year, as a year nine student at Wonthaggi Secondary College. Without a background in dairy, and no previous knowledge of the agricultural industry, the program sparked his interest in working with dairy cattle.

"I had never been on a farm," Darmalia said, "so it’s all new to me."

Through CCC Darmalia met local farmer, Simon Park, who has supported the program for a number of years through loaning calves to Wonthaggi Secondary College for the duration of the program.

Simon originally heard about CCC through his neighbour, and as a third generation farmer, he comes from a long farming background; his grandfather first purchased his Wonthaggi property in 1917 and his family have been farming there ever since.

Keen to gain some new outdoor skills, Darmalia asked Simon if he could lend a hand on his farm where he has now been helping casually for a few months, while continuing to study at school.

"I help Simon milk in the morning," Darmalia said.

"I help bring up the baby calves. I feed the calves that don't know how to drink yet, so I teach them how to drink properly.

I also do whatever needs to be done around the farm."

Simon Park (back row left) atteding the Cows Create Careers presentation day.

Simon believes an industry-based program like CCC is important for younger generations, as it grows their awareness of the industry, shows the wide variety of skills required on a farm, and showcases Australia’s clean and green agricultural industry.

He passes his knowledge on to Darmalia; he knows that healthy soil produces quality feed and healthy animals and emphasises the importance of understanding the farm's unique ecological system.

Darmalia learns directly from Simon who demonstrates how to complete different farm tasks, and he especially enjoys learning through the practical experience.

Simon is keen to see CCC expand to reach more students: “If there’s a kid who is half interested in farming, there’s a lot of things on a farm that can be good for them,” he said.

"We need to create an environment for the younger generation to understand the circle of life, and we need the highest motivated younger generation who love the outdoors. These kids will become the next amazing educated people wanting to learn about farming in the future.”

"Farming is complex, but not complicated; farmer’s have to change their thinking everyday - what was done yesterday may not work today because of so many factors out of our control that we have to deal with.”

Simon recognises that motivation and a passion to learn is key for anyone wanting to work in agriculture.

“You have to show that you have the ability to do it, and if you don’t have the ability to do it, you have to show that you have to be prepared to learn,” Simon said. “I’ve seen a change in Darmalia, he realises that he needs to make decisions - and I ask him lots of questions and then say, ‘what’s next?’”.

Although Darmalia admits sometimes the early mornings can be hard, he enjoys working with Simon and especially likes watching the calves grow and evolve into healthy cows, “I just really like getting out there and helping out,” he said.
Madeline McLaren & Chris Senini
Case Study 5

From West Gippsland, Victoria, Madeline McLaren does not come from a dairy background. She moved to the region from Melbourne in 2017, when her family decided to start “a country life”.

“Moving to Gippsland was the best thing that could have ever happened to me,” Madeline said. “The school we chose offers an agriculture elective, which I knew straight away was what I wanted to do.”

As a new student at Warragul Regional College, Madeline got her first introduction to the dairy industry and Cows Create Careers.

“I got the opportunity to go to my school’s farm where I tagged a calf and administered a cow her vaccine. Because of this I chose to study agriculture, I’ve always had a love and passion for animals and I thought agriculture would be a good way for me to expand on my skills and knowledge,” she said.

As a year nine student Madeline participated in CCC this year, where she gained some hands-on experience caring for the calves on the school campus.

“Before CCC I didn’t know much about cows at all, but by being a part of the program I learnt how to halter walk a calf, feed and make up their milk substitute mixture. I learnt what a healthy calf should look like, what to watch out for in a sick calf and I also learnt how to weigh a calf properly and safely,” Madeline said.

Madeline’s favourite aspect of the program was watching the calves grow and develop their own personalities: “I formed a close bond with one of the calves in particular, I hand bottled fed her every day and she loved to suckle on my fingers.”

While new this year to Warragul Regional College, Maddy’s teacher, Chris Senini, has a long history with the CCC program.

“I have been involved with CCC since its pilot in 2004,” Chris said. “I was agricultural teacher at Marist College when they received their first calves and we participated every year until I left in 2010.”

CCC is incorporated as an assessment item within Warragul Regional College’s Agriculture and Horticulture (Ag/Hort) elective subjects, where Chris witnessed firsthand Maddy’s enthusiasm for the project.

“Maddy was keen on all things agriculture and so excited when we received the delivery of calves from our farmer, Deb Parkes. She immediately struck up a bond with the heifers and was always the first to volunteer to fill the roster and feed them if someone was away.”

Chris says that he’s seen this reaction in many students, which he believes is due to the interactive nature of the program.

“Students are usually motivated by projects that come to life,” he said.

“Having the calves at school and being their primary care giver is a huge motivating factor when it comes to undertaking the theory components of the unit. I say to the students, ‘These farmers are trusting us to look after their future milking herd, so we need to know how to look after the animals and their requirements’. In addition to this, students develop their organisational skills (rostering) communication skills (liaising peers, staff and farmer/industry advocate) and teamwork.”
The CCC students also had the opportunity to visit Deb Parkes’ property where they could experience the myriad of tasks undertaken on a dairy farm, with some even trying their hand at milking.

“Having an industry advocate speak to the students gives them an insight into the bigger picture of the dairy industry, it makes them realise that there is more than the on farm component - the calves are part of something bigger,” Chris said.

Through this interaction with local industry, the student’s awareness of dairy industry career pathways also grows. Having beared witness to the benefits of a school-based program like CCC, Chris believes schools have an important role in supporting industry awareness initiatives that bring “learning to life”.

“At the most basic level CCC allows students to gain knowledge and skills pertaining to calf rearing, communication and teamwork, if students engage fully with all components of the CCC program the benefits expand to learning about the associated industries and making links with people and unlocking potential employment opportunities in the future,” Chris said.

“CCC provides a vehicle for education and industry to work together to improve student knowledge and skills while at the same time giving industry the opportunity to showcase what they are about, and the career opportunities that are available for keen, motivated individuals.”

And Madeline agrees: “CCC is a very rewarding program. It is a great way for students to be introduced to the dairy industry. Raising the calves was an experience I will never forget and I would love the opportunity to do so again. I have continued to study agriculture next year for this reason,” she said.

Madeline has always been drawn to a career involving animals, however until CCC, she was unsure which pathway to follow.

“I went into agriculture not knowing what I wanted to do as a career, but now I have so many plans for the future. I want to help animals and I want to make a difference in their lives.”

Madeline has now enrolled in an Animal Studies TAFE Course for 2020, which will allow her to obtain a Certificate II while she continues to study agriculture at school.

“Through my study I wish to become a veterinary nurse as I cannot imagine doing anything else with my life other than working with animals. There are definitely cows in my future, I hope to one day have enough land to have some of my own.”

Also keen to learn more about cattle handling, Madeline has become further involved in the local agriculture industry. She has been working with Scottish Highland Cattle, which saw Madeline attend the Bendigo Agricultural Show where she washed, groomed, waxed and prepared the cows to be show ready. She also had a special opportunity to walk a calf in the judging ring for a mother and baby competition.

And Madeline’s advice to others students thinking about a career in the dairy industry? “There are so many different career pathways that the dairy industry could lead you down, choose to do whatever you love. Whether that’s becoming a vet or having a dairy farm of your own.”
Lisa Hosking
Case Study 6

Lisa Hosking was one of the first South Australian students to participate in Cows Create Careers. She completed the program as a year eight student at Mount Compass Area School, which pioneered the program in the state.

Lisa graduated high school in 2010 and has come full-circle. She now works at Fleurieu Milk Company, a sponsor of the CCC program.

“When I did CCC it was in the very early days, so I chose it as an elective at that point,” Lisa said.

Lisa’s parents have a hobby farm and run a few beef cattle. Her brother had also worked on a local dairy for a few years, but CCC was Lisa’s first experience learning about the dairy industry first-hand.

“I’ve always been involved in horses, so when I did CCC at school it really took hold and became an industry that I wanted to be involved in,” Lisa said.

“I found myself directly involved with dairy cattle and dairy farmers. I knew a little bit about dairy through the work my brother had done.”

“CCC was definitely my first stepping stone into dairy - it planted the seed.”

Lisa went on to elect agriculture subjects through high school and got a job as a casual milker for some extra work while she was studying. She now works at Fleurieu Milk Company in Myponga, where she has been for almost three years - and she’s come full-circle, as the Fleurieu Milk Company sponsor CCC by donating milk products to the students completing the program. Some of the company’s farmers also supply calves to schools during the program.

“I’m based in the office so I do all the orders that go to our customers and consumers every day,” Lisa said. “I love being involved in the industry and going out and chatting to the farmers - I just love it, it’s great.”

Lisa believes that CCC is a great opportunity for students to learn about dairy industry careers and the many different pathways within the industry: “If I hadn’t done CCC, I don’t think I would have gone down the dairy pathway at all to be honest,” she said.

“I think it’s a really great stepping stone to get kids into the agriculture industry and learning what it’s all about. It’s great to get kids in at that grass roots level through feeding the calves, it gets them involved and is a wonderful way to start them off in the industry.”

Lisa believes that the region’s clean and green dairy industry is highlighted through a hands-on program like CCC, as it connects students to their local industry, provides an opportunity for them to learn first-hand about where their food comes from, and emphasises the industry’s humane treatment of animals.

“A lot of kids still think that milk just comes from a bottle on the shelf, and they don’t realise that there’s a whole industry that surrounds that bottle. CCC is a great way to get more awareness out there and to show how the industry really works. It’s a program that needs to be pushed and something that all students should get involved in,” she said.

Lisa relishes in her role at Fleurieu Milk Company and in the long-term she wants to “move up through the ranks” of the company. While personally, she looks forward to continuing to build her skills and learning more about genetics while working on her family’s hobby farm.
Located in South Australia’s Barossa Valley, Murray Klemm proves that there’s more to the region than just wine. Murray has been supplying calves to schools completing the CCC program since 2011, he believes it’s a great opportunity to highlight Australia’s dairy industry to younger generations in a positive and engaging way.

“Dairy SA asked if we’d like to supply calves to a high school to introduce some of its year eight students to the dairy industry,” Murray said. “Another dairy farmer involved in the program told me about the reactions he got from the students at Riverton, so I thought well, that’s interesting, if we can inform the kids a bit more about what the dairy industry’s about, it would be a positive thing.”

Murray believes that CCC gives students a different perspective on the dairy industry and opens their eyes to the wider opportunities and pathways within the industry.

“During the program I usually talk to the classes, together with some other industry representatives, so the students can learn about the employment opportunities that exist in the industry,” Murray said.

“One year, I mentioned that we don’t have a bull on our property and that we use AI, and I suddenly realised that the students probably don’t know what I’m talking about, so I asked them, ‘Do you know what AI stands for?’ One kid immediately put up his hand and said ‘artificial intelligence’. Then another student asked, ‘automatic irrigation?’ When I told them that its artificial insemination I thought I better explain what that is, so I had to explain the procedure of getting a cow to conceive and have a calf. They took it all in their stride.”

Murray said the students’ awareness of dairy products also increased during the program, with some students assuming that milk contains 40 - 50 per cent fat; they were surprised to learn it is significantly less, with 3.5 per cent.

Murray also supplies calves to Playford International College in Elizabeth, north of Adelaide:

“We’d previously worked with Playford’s teacher, Brittany, through CCC. She moved to Playford so she contacted us and said she would like to have that program down there, so for the last few years she’ll drive up and pick up the calves for their program. Playford’s technical studies teacher even got his students involved by building the yards and shed.”

From a long-line of farmers, Murray has worked in the industry his whole life: “My great grandfather took up the property in 1854. So I’m the fourth generation on this property and Ben, my son, is the fifth.”

And Ben has also been involved in the CCC program, just as long as his dad: “I raise the calves on farm until they go to the schools,” Ben said. “We calve all year around, so I suppose it’s our way of bridging that gap between city and country.”

“It’s especially good for a school like Playford, otherwise they’d have no other contact with a program like CCC. The teachers have even commented that when they take the calves to the school, some students didn’t even know what they were - so it’s a good opportunity for them and they give us feedback that the students really enjoyed it.”

Over the years, Ben and Murray have also witnessed the student’s enthusiasm first-hand through the program’s Presentation Days.

“To see the enthusiasm the students have at the Presentation Day is great, Murray said. “It’s good for all the kids to come together and to see what projects they’ve achieved and the assignments they’ve undertaken - also the thrill of the students if they win the competition, that’s really something for them too!”

And Ben agrees: “I’ve also gone to a few of the presentation days to meet the kids. Individual students will give us feedback - and they’ll give us things as well, like draw us pictures.”

Murray and Ben both plan to keep supporting CCC, and this support may even flow down into the sixth generation.

“Ben’s son, Charlie, is looking pretty keen at this stage, so he may be the sixth generation,” Murray said.

“Charlie just turned five,” Ben said. “He’s always had a keen interest in animals; we have a calf that he’s already got to put a halter on, and he’s already talking about showing cattle. So, we’ll see where that takes us – no pressure though.”
This is the first year that STgenetics has been involved in Cows Create Careers. Seeing an opportunity to support up and coming dairy youth, the company came on board as a sponsor for South Australia, and has also contributed their time to attend the state’s Presentation Days.

After hearing about the program, Marty Glennen, Area Sales Manager for Western Victoria and South Australia, took the idea to the company’s General Manager, Peter Semmens.

“We thought it was a good idea,” Marty said.

“We are a brand new company in Australia, so we wanted to show that we are ready to support the dairy youth of Australia.”

The company, which houses a team of expert breeding advisors, provided donations to the program’s Presentation Days. Marty also personally attended all four South Australian presentations and said it was great to see so many students interacting and getting involved in the dairy industry: “They all have a lot of fun and a good laugh,” he said.

“to see so many kids involved is a tremendous thing. If you can keep even just 10 per cent of them in the dairy industry going forward, at whatever level, it’s a fantastic stimulus for them.”

Starting in the artificial insemination (AI) industry at 17 years old, Marty’s had a diverse working background. He has worked in the AI industry as a technician and in various sales roles. He has also worked as a plumber, on his family’s farm, and he’s had cows for his own breeding business for over 20 years.

Marty initially learnt about his current position after talking to Peter Semmens about sponsorship for a local show in West Victoria, “and Pete said, are you interested in getting a job?” Marty said.

While STgenetics commenced in Australia in 2018, Marty originally worked at Cogent which merged with the leading international company. Altogether, he’s worked as the region’s Sales Manager for three years.

Marty enjoys his role at STgenetics, a passion which stems from family tradition: “I thoroughly enjoy the opportunity I’ve been given, I’ve found the role rewarding,” he said.

“My dad was one of the first people to take up genetics and artificial insemination in the late sixties. So, further development of advancement in dairy genetics is probably instilled in me.”

With a wealth of industry experience, in future, Marty is considering a role as a CCC Industry Advocate, who visits students completing the program to inform them of the many different pathways and opportunities within the dairy industry.
The Gallery
The Gallery

Presentation Days 2019
Acknowledgements

Thanks to everyone who helped:

Dairy Australia would like to thank the following Regional Co-ordinators who have supported the successful delivery of the Cows Create Carers – Farm Module project across Australia:

- Jenny Fraser - Mid Coast Connect (Mid Coast NSW)
- Kylie Boston - Agricultural Project & Event Management (Barossa Valley & Mount Gambier SA)
- Michael Hutchison - Jaydee Events Pty Ltd (Gippsland VIC)
- Mandy Pacitti - Dairy Farmers (Fleurieu Peninsula & Murray Bridge SA)
- Paul Blinco - Consultant (Toowoomba QLD)
- Paul & Sharon Weir - Dairy Farmers (Lismore NSW)
- Jessica Andony - Western Dairy WA (Busselton WA)
- Libby Swayn - WestVic Dairy (South West VIC)
- Jacki Hine - DairyTas (Tasmania)

Thank you to the Regional Development Programs who have continued to provide financial support for the project across their regions and to the 527 dairy farmers and industry advocates who volunteer their time to the Cows Create Careers project. The achievements in this Annual Report are a tribute to the successful work that these people deliver to schools around Australia.

Cows Create Careers – Farm Module is supported both financially and in-kind by a large number of dairy industry service providers. Many of these companies have been involved since the project inception in 2004. The project is only made possible by the ongoing involvement and investment of these organisations, thank you.

A special thank you to an exceptional assessment team consisting of: Michelle Axford, Rod Cameron, Sharon Mitchell, Nicki Bell and Narelle Bowcher. Dairy Australia would like to acknowledge the professional expertise that you all provide to the Cows Create Careers – Farm Module project.

John Hutchison & Deanne Kennedy
Dairy Australia - National Project Co-ordinators

Remember, if you love what you do, share it; it is your passion and enthusiasm that may inspire someone else!